

ORDER

KSNV

Orders
Order / Rev: 105148
Alt Order #: 06838589
Product Desc: AMER FOR PROSPERITY
Estimate: 465
Flight Dates: 08/22/12 - 08/27/12
Original Date / Rev: 08/06/12 / 08/10/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Mentzer Media Services, Inc.
Buying Contact:
Billing Contact:
 600 Fairmont Ave.
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Americans for Prosperity *Revised*
Demographic: A35+
Product Codes: PLI2
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	59	\$49,050.00	\$41,692.50
08/27/12	08/27/12	14	\$10,550.00	\$8,967.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	59	\$49,050.00	\$41,692.50	0.00
September 2012	14	\$10,550.00	\$8,967.50	0.00
Totals	73	\$59,600.00	\$50,660.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/22/12	08/24/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners		6-7a	--WTF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$700.00		0.00			
E 2	KSNV	08/22/12	08/24/12	Today Show Today Show	CM	658a-9am	--WTF--	:30	3	\$1,400.00	1	0.00	NM	3	\$4,200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$1,400.00		0.00			
E 3	KSNV	08/22/12	08/24/12	M-F Today Show II 3rd H@M M-F Today Show II	CM	9-10a	--WTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$500.00		0.00			
E 4	KSNV	08/22/12	08/24/12	M-F Today Show III 4th H@M Today 4th Hour	CM	10am-11am	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$325.00		0.00			
E 5	KSNV	08/22/12	08/24/12	Rachael Ray Rachael Ray	CM	11am-12pm	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 105148
 Alt Order #: 06838589
 Flight Dates: 08/22/12 - 08/27/12

Advertiser: Americans for Prosperity
 Product Desc: AMER FOR PROSPERITY
 Estimate: 465

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 5	KSNV	08/22/12	08/24/12	Rachael Ray Rachael Ray	CM	11am-12pm	--WTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$325.00		0.00						
E 6	KSNV	08/22/12	08/24/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	3	\$450.00	1	0.00	NM	3	\$1,350.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$450.00		0.00						
E 7	KSNV	08/22/12	08/24/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$1,000.00		0.00						
E 8	KSNV	08/22/12	08/24/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	--WTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	6		\$1,000.00		0.00						
E 9	KSNV	08/22/12	08/24/12	Face to Face w/ Raiston Face to Face w/ J.Ralston	CM	730-758pm	--WTF--	:30	3	\$800.00	1	0.00	NM	3	\$2,400.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	3		\$800.00		0.00						
E 10	KSNV	08/22/12	08/24/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	--WTF--	:30	6	\$1,100.00	1	0.00	NM	6	\$6,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	6		\$1,100.00		0.00						
E 11	KSNV	08/22/12	08/24/12	The Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	6	\$425.00	1	0.00	NM	6	\$2,550.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	--WTF--	6		\$425.00		0.00						
E 12	KSNV	08/25/12	08/25/12	News 3 Sunrise - SATUR News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	2	\$325.00	1	0.00	NM	2	\$650.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S-	2		\$325.00		0.00						
E 13	KSNV	08/25/12	08/25/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S-	1		\$625.00		0.00						
E 14	KSNV	08/25/12	08/25/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	2	\$650.00	1	0.00	NM	2	\$1,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S-	2		\$650.00		0.00						
E 15	KSNV	08/25/12	08/25/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S-	2		\$500.00		0.00						
E 16	KSNV	08/25/12	08/25/12	To the Point - PM To the Point	CM	730-758pm	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
VEGAS INC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S-	1		\$375.00		0.00						
E 17	KSNV	08/25/12	08/25/12		CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00

Order / Rev: 105148
 Alt Order #: 06838589
 Flight Dates: 08/22/12 - 08/27/12

Advertiser: Americans for Prosperity
 Product Desc: AMER FOR PROSPERITY
 Estimate: 465
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sa-Su News 3 at Eleven															
Sa-Su News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S-					1	\$1,100.00		0.00			
E 18	KSNV	08/26/12	08/26/12	News 3 Sunrise - SUNDAY	CM	6a-7a	-----S	:30	1	\$325.00	1	0.00	NM	1	\$325.00
News 3 Sunrise SUNDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					1	\$325.00		0.00			
E 19	KSNV	08/26/12	08/26/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
Sunday Today															
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					1	\$625.00		0.00			
E 20	KSNV	08/26/12	08/26/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
Meet the Press															
MEET THE PRESS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					1	\$3,000.00		0.00			
E 21	KSNV	08/26/12	08/26/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
Chris Matthews SUN 9:30am															
CHRIS MATHEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					1	\$500.00		0.00			
E 22	KSNV	08/26/12	08/26/12	NFL Football	CM	1P-9PM	-----S	:30	2	\$3,200.00	1	0.00	NM	2	\$6,400.00
NFL Football															
NFL PRESEASON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					2	\$3,200.00		0.00			
E 23	KSNV	08/26/12	08/26/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
Sa-Su News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					1	\$1,100.00		0.00			
E 24	KSNV	08/26/12	08/26/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
Sports Night in Las Vegas															
SPORTS NIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/20/12		08/20/12	08/26/12	-----S					1	\$400.00		0.00			
E 25	KSNV	08/27/12	08/27/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
M-F 6-7a WakeUp w/Wagners															
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	M-----					1	\$700.00		0.00			
E 26	KSNV	08/27/12	08/27/12	Today Show	CM	658a-9am	M-----	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
Today Show															
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	M-----					1	\$1,400.00		0.00			
E 27	KSNV	08/27/12	08/27/12	M-F Today Show II 3rd Hour	CM	9-10a	M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
M-F Today Show II															
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	M-----					1	\$500.00		0.00			
E 28	KSNV	08/27/12	08/27/12	M-F Today Show III 4th Hour	CM	10am-11am	M-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
Today 4th Hour															
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/27/12		08/27/12	09/02/12	M-----					1	\$325.00		0.00			
E 29	KSNV	08/27/12	08/27/12		CM	11am-12pm	M-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00

Order / Rev: 105148
 Alt Order #: 06838589
 Flight Dates: 08/22/12 - 08/27/12

Advertiser: Americans for Prosperity
 Product Desc: AMER FOR PROSPERITY
 Estimate: 465
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Rachael Ray											
				Rachael Ray											
				RACHEL RAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----			1		\$325.00			0.00			
E 30	KSNV	08/27/12	08/27/12	Dr. Phil	CM	3-4p	M-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
				Dr Phil											
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----			1		\$450.00			0.00			
E 31	KSNV	08/27/12	08/27/12	M-F Early News	CM	5-630p	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----			1		\$1,000.00			0.00			
E 32	KSNV	08/27/12	08/27/12	M-F Jeop/Wheel	CM	630-730pm	M-----	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
				M-F Jeopardy/Wheel of Fortune											
				JEOPARDY/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----			2		\$1,000.00			0.00			
E 33	KSNV	08/27/12	08/27/12	Face to Face w/ Ralston	CM	730-758pm	M-----	:30	1	\$800.00	1	0.00	NM	1	\$800.00
				Face to Face w/ J.Ralston											
				FACE TO FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----			1		\$800.00			0.00			
E 34	KSNV	08/27/12	08/27/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	2	\$1,100.00	1	0.00	NM	2	\$2,200.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----			2		\$1,100.00			0.00			
E 35	KSNV	08/27/12	08/27/12	The Tonight Show	CM	1135p-1237a	M-----	:30	2	\$425.00	1	0.00	NM	2	\$850.00
				Tonight Show											
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	M-----			2		\$425.00			0.00			
													Totals	73	\$59,600.00